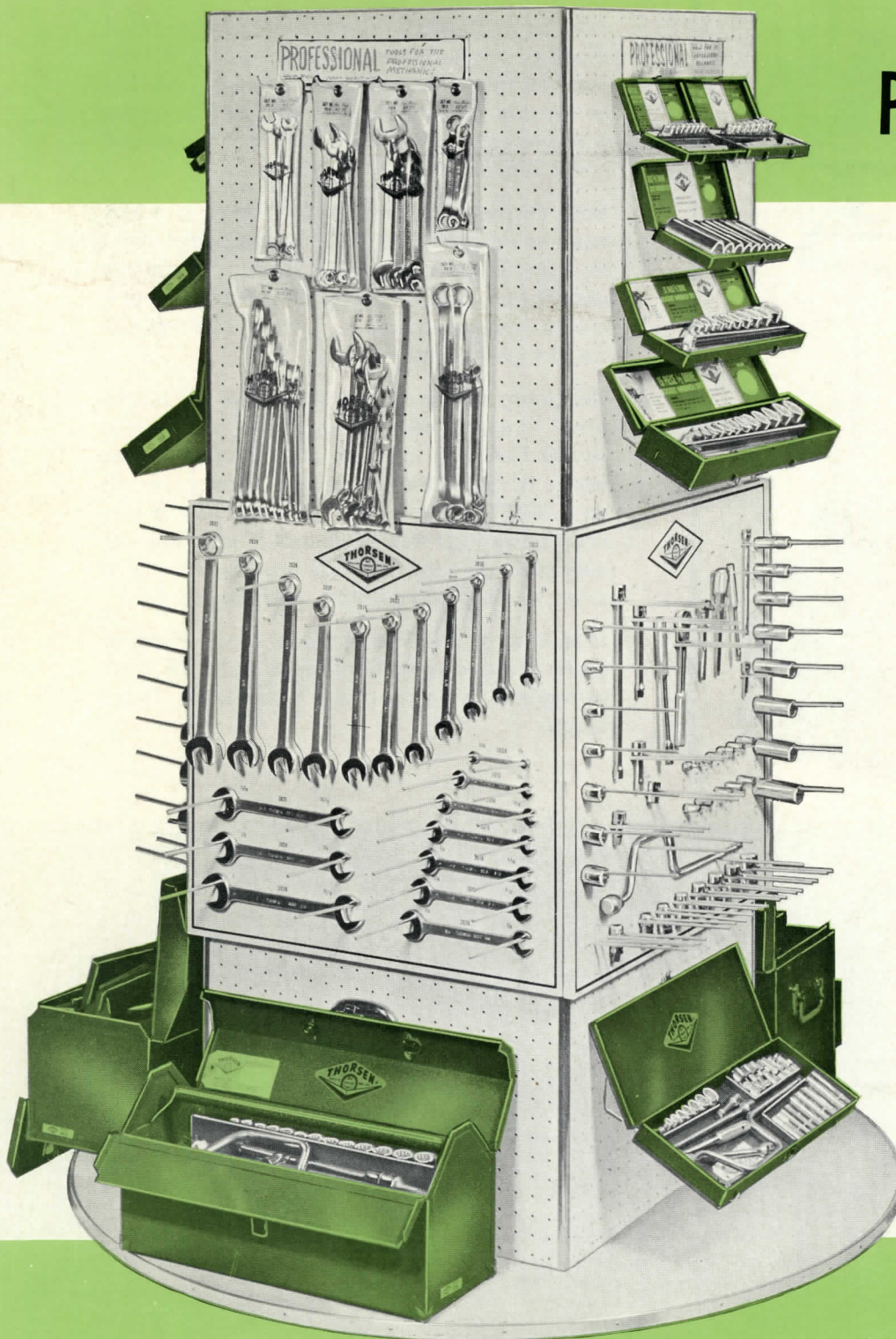


THORSEN'S *new* DISPLAY PROGRAM

a complete
PARADE OF TOOLS



PRICE —

Beat your "price" competitors at their own game. Sell big ticket sets at their prices; and make a big profit.

QUALITY —

Every Thorsen tool is hot forged, fully guaranteed! None better at any price. You can sell with confidence.

DISPLAY —

Designed to be the most profitable square inches in your store. These Displays create big ticket, high profit impulse sales.

PROMOTIONS —

The Display and the permanent lid cards do the selling. Special cards and banners for Father's Day and Christmas.

YOUR CHOICE —

Whether your best space is Floor or Wall, you are in a new business, winning customers and making profits.

A PLANNED MERCHANDISING PROGRAM

FOR

Automotive

Industrial

Farm Implement



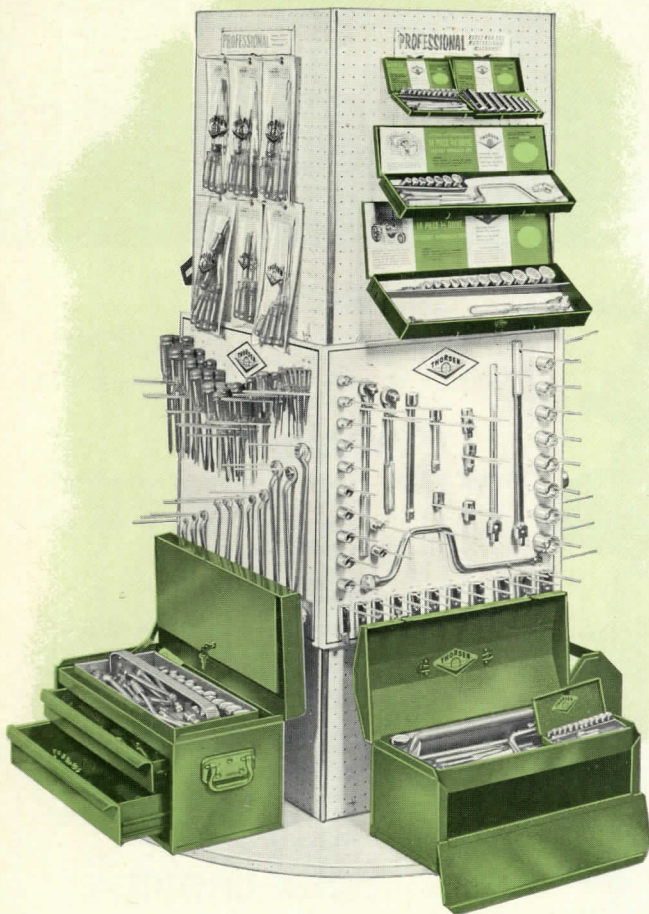
THORSEN MANUFACTURING CO.

1360 - 59TH STREET

• OAKLAND 8, CALIFORNIA

MADE IN U.S.A.

Floor Display or



Take your choice . . . Floor Display or Wall Display . . . whichever affords visibility to the most traffic in your store. Either way, you are in the **big profit** business. You can compete with anybody . . . on their own terms, and still make big profits.

Both Displays are designed to show a maximum number of high-ticket, quick-sale items in a minimum amount of space. Of greater importance, these displays attract the eye and create impulse sales . . . most tool sets are bought on impulse.

Designing Displays that **sell** is not a "hit-or-miss" project. We employed the best brains in the business; and we have proved it was worth it! Sales increases have been as much as 1,000%. Automotive jobbers have a distinct advantage in selling socket sets and flat wrenches; all they need is a quality line with a price to meet competition, and know-how.

It is time to quit complaining about discount chain store competition. Beat them at their own game! It's easy and it's profitable. Order today!

CONTENTS

Stock No.

R-102 (recommended for the Automotive Supplier):

Description

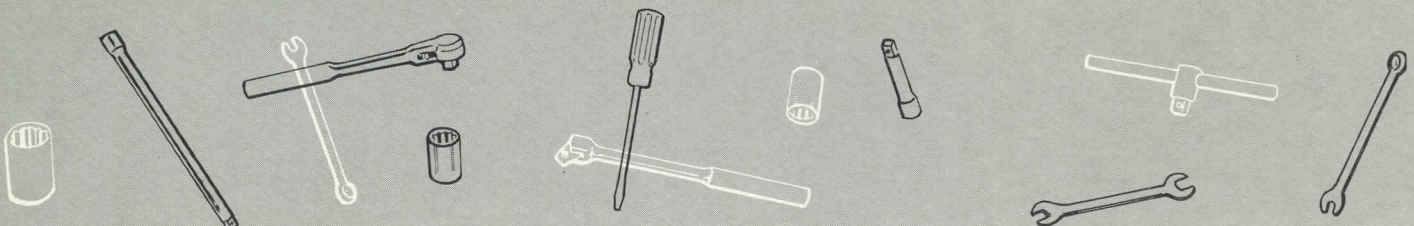
Dept. 16A—9 socket sets, 7 GlitterPaks, wallracks
Dept. WR-64—6 screwdriver GlitterPaks, wallrack
B-38 Display Board, $\frac{3}{8}$ " and $\frac{1}{4}$ " drive tools
B-12 Display Board, $\frac{1}{2}$ " drive tools
B-84 Display Board, Combination and open-end wrenches
B-23 Display Board, Box wrenches and screwdrivers
4089—89-pc. socket set in 2-drawer chest, tote tray
4053—53-pc. socket set in hip-roof chest, tote tray
1223—23-pc. socket set in hip-roof chest, tote tray
3830— $\frac{3}{8}$ " drive, 30-pc. socket set in metal box
RV-2—Rotary Tool Tower

Stock No.

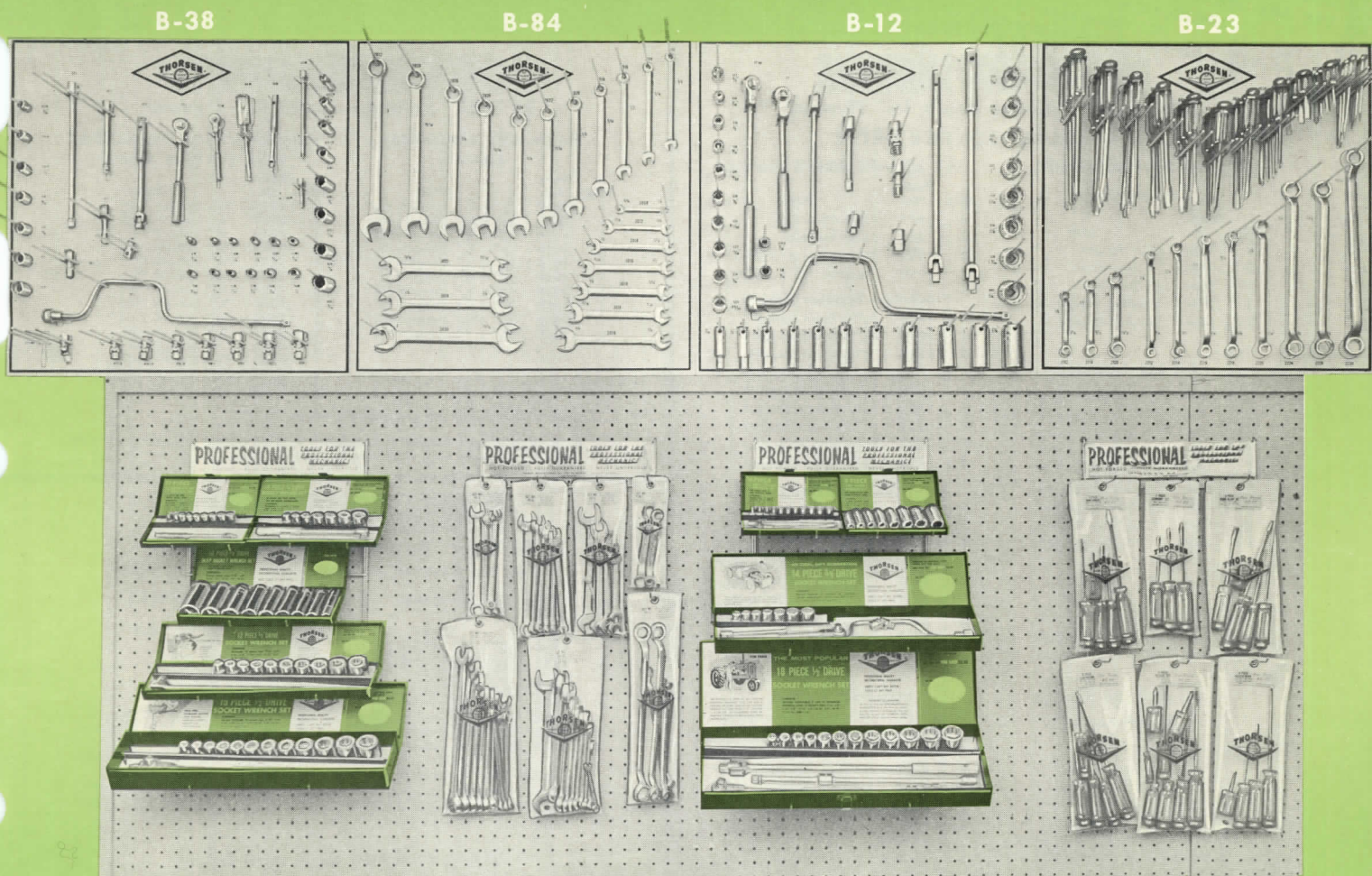
R-103F (recommended for the Farm Implement Supplier):

Description

Dept. 16A—9 socket sets, 7 GlitterPaks, wallracks
Dept. WR-64—6 screwdriver GlitterPaks, wallrack
B-34 Display Board, $\frac{3}{4}$ " drive tools
B-12 Display Board, $\frac{1}{2}$ " drive tools
B-84 Display Board, Combination and open-end wrenches
B-23 Display Board, Box wrenches and screwdrivers
4089—89-pc. socket set in 2-drawer chest, tote tray
4053—53-pc. socket set in hip-roof chest, tote tray
1223—23-pc. socket set in hip-roof chest, tote tray
3411— $\frac{3}{4}$ " drive 11-pc. socket set in metal box
RV-2—Rotary Tool Tower



Wall Display



DEPT. 16A, WR64, B-38, B-84, B-12, B-23

CONTENTS

Stock
No.

WRB-89A (recommended for the Automotive Supplier):

Description

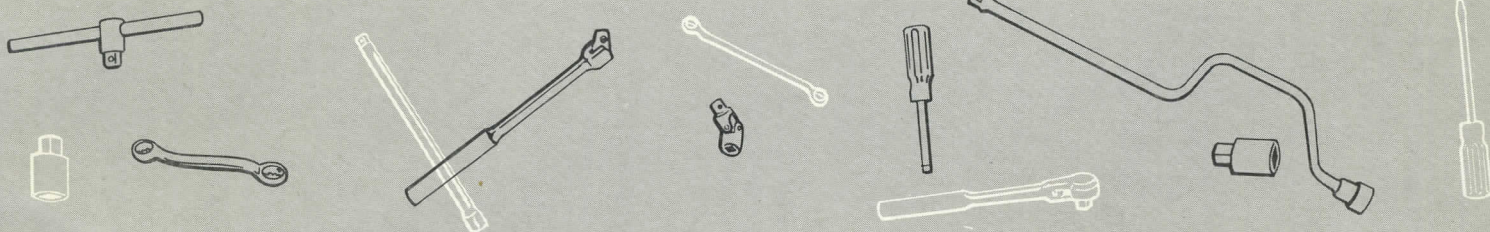
Dept. 16A—9 socket sets, 7 GlitterPaks, wallracks
Dept. WR-64—6 screwdriver GlitterPaks, wallrack
B-38 Display Board, $\frac{3}{8}$ " and $\frac{1}{4}$ " drive tools
B-12 Display Board, $\frac{1}{2}$ " drive tools
B-84 Display Board, Combination and open-end wrenches
B-23 Display Board, Box wrenches and screwdrivers

Stock
No.

WRB-90 (recommended for the Farm Implement Supplier):

Description

Dept. 16A—9 socket sets, 7 GlitterPaks, wallracks
Dept. WR-64—6 screwdriver GlitterPaks, wallrack
B-34 Display Board, $\frac{3}{4}$ " drive tools
B-12 Display Board, $\frac{1}{2}$ " drive tools
B-84 Display Board, Combination and open-end wrenches
B-23 Display Board, Box wrenches and screwdrivers



★ NEW ★
ONLY THORSEN HAS SOCKET WRENCH
SETS SKIN PACKED AND LOCKED IN
THE BOX FOR PILFER AND SCATTER
PROTECTION*
*U.S. Patent No. 3096877

Contents...

B-38 DISPLAY BOARD

24" x 24" Zolotone Finish 5/8" Plywood

1/4" and 3/8" SQUARE DRIVE

1/4" SQUARE DRIVE

Qty.	Stock No.	item
2	18M	Flex Handle
2	50M	2" Extension
2	53M	6" Extension
2	77M	Ratchet, reversible
2	80M	Spinner Handle

6-Point Sockets

2	6M	3/16" 6-Point Socket
2	7M	7/32" 6-Point Socket
2	8M	1/4" 6-Point Socket
2	9M	5/16" 6-Point Socket
2	10M	3/8" 6-Point Socket
2	11M	7/16" 6-Point Socket
2	12M	1/2" 6-Point Socket
2	14M	5/8" 6-Point Socket
2	16M	3/4" 6-Point Socket

8-Point Sockets

2	8MS	1/4" 8-Point Socket
2	10MS	3/8" 8-Point Socket
2	12MS	1/2" 8-Point Socket

3/8" SQUARE DRIVE

Attachments

2	12J	Flex Handle
2	33J	Universal Joint
2	50J	1 1/2" Extension
2	51J	3" Extension
2	53J	5" Extension

B-38 DISPLAY, 113 pieces. Shipping Weight 24 lbs.

B-38-1E DISPLAY BOARD is the same as B-38 except it is supplied with only one of each tool. Shipping Weight 18 lbs.

B-12 DISPLAY BOARD

24" x 24" Zolotone Finish 5/8" Plywood

1/2" SQUARE DRIVE

Qty.	Stock No.	item	Qty.	Stock No.	item
1	15	15" Flex Handle	1	525	3/32" 12-Point Socket
2	16	18" Flex Handle	2	526	1/16" 12-Point Socket
2	33	Universal Joint	2	528	7/16" 12-Point Socket
2	51	2 1/2" Extension	2	530	1/4" 12-Point Socket
2	53	5" Extension	2	532	1" 12-Point Socket
2	57	10" Extension	1	534	1 1/16" 12-Point Socket
2	62	18" Speeder	1	536	1 1/8" 12-Point Socket
1	77	10" Reversible Ratchet	1	538	1 3/16" 12-Point Socket
1	77NR	14" Reversible Ratchet	1	540	1 1/4" 12-Point Socket
2	94	1/2" F, 3/8" M Adaptor	1	614	3/16" 12-Point Deep
2	95A	1/2" F to 3/4" M Adaptor	1	616	1/2" 12-Point Deep
2	F18	Ford Con Rod 3/16" 6-Pt.	1	618	3/8" 12-Point Deep
2	514	Cad Con Rod 3/16" 6-Pt.	2	620	3/8" 12-Point Deep
3	512	3/8" 12-Point Socket	2	622	1/4" 12-Point Deep
3	514	7/16" 12-Point Socket	2	624	3/4" 12-Point Deep
3	516	1/2" 12-Point Socket	1	626	1 3/16" 12-Point Deep
3	518	5/8" 12-Point Socket	2	628	7/8" 12-Point Deep
1	519	1 1/32" 12-Point Socket	2	630	1 1/8" 12-Point Deep
3	520	3/8" 12-Point Socket	1	632	1" 12-Point Deep
1	521	2 1/32" 12-Point Socket	1	636	1 1/8" 12-Point Deep
3	522	1 1/16" 12-Point Socket	2	626R	3/16" Sparkplug Holding Socket
3	524	3/4" 12-Point Socket			

B-12 DISPLAY, 77 pieces. Shipping Weight 40 lbs.

B-12-1E DISPLAY BOARD is the same as B-12 except that it is supplied with one only of each tool. Shipping Weight 28 lbs.

B-84 DISPLAY BOARD

24" x 24" Zolotone Finish 5/8" Plywood

OPEN-END WRENCHES

Qty.	Stock No.	item
3	3008	1/4" x 3/16", Length 3 3/4"
3	3012	3/8" x 1/4", Length 4 3/4"
6	3014	1/2" x 1/2", Length 5 1/2"
6	3016	5/8" x 3/4", Length 6"
6	3018	3/4" x 3/4", Length 6 1/2"
2	3019	1 1/8" x 1 1/16", Length 7"
3	3020	5/8" x 3/4", Length 7 3/4"
3	3024	3/4" x 7/8", Length 10"
2	3025	25/32" x 1 1/16", Length 9 1/4"
2	3030	1 1/16" x 1", Length 11"

COMBINATION WRENCHES

Qty.	Stock No.	item
3	2012	3/4", Length 5 3/4"
6	2014	7/16", Length 6 1/2"
6	2016	1/2", Length 7"
6	2018	5/8", Length 7 1/2"
4	2020	3/4", Length 8"
4	2022	1 1/16", Length 9"
4	2024	3/4", Length 10"
3	2026	1 1/8", Length 10 1/2"
3	2028	7/8", Length 11 1/2"
2	2030	1 3/16", Length 12"
2	2032	1", Length 13"
1	2034	1 1/8", Length 14"
1	2036	1 1/4", Length 14 1/2"
1	2040	1 1/2", Length 16"

B-84 DISPLAY, 82 pieces. Shipping Weight 36 lbs.

B-84-1E DISPLAY BOARD is the same as B-84 except it is supplied with one only of each tool. Shipping Weight 21 lbs.

B-23 DISPLAY BOARD

24" x 24" Zolotone Finish 5/8" Plywood

Long Box Wrenches, Short Box Wrenches and Screwdrivers.

Long Box Wrenches

Qty.	Stock No.	item
3	2212	3/4" x 7/16", Length 7 1/2"
6	2214	7/16" x 1/2", Length 8 1/4"
6	2216	1/2" x 3/8", Length 8 3/4"
6	2218	3/4" x 3/8", Length 9"
4	2220	3/4" x 1 1/16", Length 9 3/4"
4	2224	3/4" x 7/8", Length 12 1/2"
3	2226	1 1/8" x 7/8", Length 12 1/2"
2	2230	1 1/8" x 1", Length 14 1/2"

Short Box Wrenches

6	2112	3/4" x 7/16", Length 1 1/4"
6	2116	1/2" x 3/8", Length 4 1/2"
4	2120	3/4" x 3/4", Length 5 1/2"

SCREWDRIVERS

Qty.	Stock No.	item
4	106	3/16" x 6"
4	066	3/16" x 6"
4	085	1/4" x 5"
4	064	3/16" x 4"
10	044	1/4" x 4"
4	081	1/4" x 1" Stub
4	021P	1/4" x 1" #2 Recess
10	042	3/16" x 2"
4	013P	3/16" x 3" #1 Recess
4	084	1/4" x 4"
4	024P	1/4" x 4" #2 Recess
4	036P	3/16" x 6" #3 Recess

DEPARTMENT 16A and WR64

Qty.	DEPT. 16A Description	Qty.	Description
1	1411 1/4" Dr. Set	1	PO-6 Open End Set
1	1416 1/2" Dr. Set	1	PO-10 Open End Set
1	3809DP 3/4" Dr. Set	1	PB-3 Box Wr. Set
1	3810 3/4" Dr. Set	1	PB-5 Box Wr. Set
1	3814 3/4" Dr. Set		
1	1210DP 1/2" Dr. Set		
1	1212 1/2" Dr. Set		
1	1215 1/2" Dr. Set		
1	1218 1/2" Dr. Set		
1	PC-4 Comb. Wr. Set		
1	PC-6 Comb. Wr. Set		
1	PC-10 Comb. Wr. Set		

DEPT. WR-64

1	30ES	Screwdriver Set
1	40RH	Screwdriver Set
1	50PB	Screwdriver Set
1	55HO	Screwdriver Set
1	60ES	Screwdriver Set
1	90DL	Screwdriver Set
4		Wallracks

B-23 DISPLAY, 110 pcs. Shipping Weight 30 lbs.

B-23-1E DISPLAY is the same as the B-23 except it is supplied with one only of each tool. Shipping Weight 20 lbs.

B-34 DISPLAY BOARD

24" x 24" Zolotone Finish 5/8" Plywood

3/4" SQUARE DRIVE

Qty.	Stock No.	item	Qty.	Stock No.	Item
1	15X	3 3/4" Extension	1	19	Slide Tee
1	16X	8" Extension	1	20X	16" Extension
1	18	Flex Handle	1	79	Ratchet Reversible

12-POINT SOCKETS

1	1234	1 1/16" 12-Point Socket	1	1250	1 1/4" 12-Point Socket
1	1236	1 1/8" 12-Point Socket	1	1252	1 1/2" 12-Point Socket
1	1238	1 3/16" 12-Point Socket	1	1254	1 1/2" 12-Point Socket
1	1240	1 1/4" 12-Point Socket	1	1256	1 3/4" 12-Point Socket
1	1242	1 3/8" 12-Point Socket	1	1258	1 3/4" 12-Point Socket
1	1244	1 3/8" 12-Point Socket	1	1260	1 7/8" 12-Point Socket
1	1246	1 7/8" 12-Point Socket	1	1264	2" 12-Point Socket
1	1248	1 1/2" 12-Point Socket			

Shipping Weight 46 lbs.



THORSEN MANUFACTURING CO.

1360 - 59TH STREET

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